



Minerva Will Attend For the 7th Year the World's Largest Food and Beverage Trade Fair

Barretos, October 10, 2007 – Minerva S.A. (BOVESPA: BEEF3), one of the market leaders in Brazil in the production and sale of fresh beef, processed beef and beef byproducts, will attend, for the 7th consecutive year, the world's largest food and beverage trade fair in Cologne, Germany.

Anuga trade fair (www.anuga.com), which is held twice a year, will happen from October 13 to 17, and Minerva will have a stand (Hall 6.1 Stand E 071) in the event. For this year, the event expects more than 6,500 exhibitors from 95 countries, which will present their products and services in a 304 thousand square meter area. In 2005, 158,817 visitors from 156 countries (52% foreigners) attended the fair.

About Minerva S.A.

Minerva S.A. (BOVESPA: BEEF3) is one of the market leaders in Brazil in the production and sale of fresh beef, processed beef and beef byproducts, with daily slaughtering capacity of 5,000 head of cattle and daily processing capacity of 1,200 tons, or approximately 7,500 head of cattle. In 2006, the Company was among the three largest Brazilian exporters of beef, processed beef and beef byproducts based on gross export sales revenue, with export sales of R\$ 1 billion and export sales to approximately 600 customers in approximately 80 countries. In addition to beef products, Minerva also exports wet-blue hides and live cattle.

Investor Relations

Carlos Watanabe

CFO and IR Officer

E-Mail: ri@minerva.ind.br

Phone: +55 (17) 3321-3355

Website: www.minerva.ind.br/ir

This release contains forward-looking statements relating to the prospects of the business, estimates for operating and financial results, and those related to growth prospects of MINERVA. These are merely projections and, as such, are based exclusively on the expectations of MINERVA's management concerning the future of the business and its continued access to capital to fund the Company's business plan. Such forward-looking statements depend, substantially, on changes in market conditions, government regulations, competitive pressures, the performance of the Brazilian economy and the industry, among other factors and risks disclosed in MINERVA's filed disclosure documents and are, therefore, subject to change without prior notice.

